



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Set Public Hearing for November 15, 2000 to Confirm Annual Report and Consideration of the Downtown Lodi Business Partnership's (DLBP) Intent to Levy Annual Assessment for Downtown Lodi Business Improvement Area No. 1.

MEETING DATE: October 18, 2000

SUBMITTED BY: Economic Development Coordinator

RECOMMENDED ACTION: That the City Council by minute action establish November 15, 2000 as the date to confirm the 2001 Annual Report and the intent of the DLBP to levy the annual assessment for Downtown Lodi Business Improvement Area No 1.

BACKGROUND INFORMATION: The Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997 by the City Council with the adoption of Ordinance No. 1654. Pursuant to provisions contained in the Streets and Highways Code, it is necessary for the Council to establish a public hearing date at which the Council considers the Annual Report as submitted to it by the Board of Directors of the Improvement Area. Staff recommends to you that you establish November 15, 2000, which is a regular Council meeting date, as the date when the public hearing will be held. The public hearing will be part of the regular agenda of the City Council for that date.

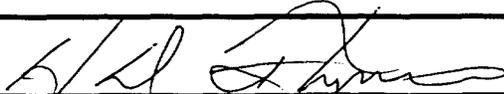
Attached is a revised Downtown Lodi Business Partnership 2001 Annual Report for your information.

FUNDING: None required

Respectfully submitted,

Tony C. Goehring

APPROVED: _____


H. Dixon Flynn -- City Manager



DOWNTOWN LODI BUSINESS PARTNERSHIP

2001 ANNUAL REPORT

For The

Downtown Lodi Business Partnership

*P.O. Box 1565 Lodi, CA 95241 (209) 369-8052 FAX (209) 369-8053
Office located at 4 W. Pine Street, Lodi (corner of Pine & Sacramento St.)
e-mail: dlbp@mindspring.com*



DOWNTOWN LODI BUSINESS PARTNERSHIP

2001 Annual Report

Items listed below refer to Section 36533(b) of the California Streets & Highway Code

- 1) No changes in boundaries of the benefit zones within the area are proposed.
- 2) No physical improvements are planned. A Schedule of activities is attached (Exhibit A)
- 3) A Budget is attached with estimated revenues and costs associated with these events and activities. We have adjusted our budget from a calendar year to a fiscal year to consider with the City's budget year.
- 4) A benefit Fee schedule and a map of the business improvement Area are a part of this report. There are no changes in the Benefit Fee Schedule.
- 5) A beginning cash balance of \$26,000 is projected in the presented Budget.
- 6) Contributions from the City and other funding sources---outside of member business assessment fees are detailed in the Budget.
- 7) All components of this report, including the budget---have been approved by the Board of Directors.

This report has been prepared by the Executive Director of the Downtown Lodi Business Partnership, and submitted, by and with the approval of the Board of Directors.



DOWNTOWN LODI BUSINESS PARTNERSHIP

Mission statement accomplishments for the year 2000-through August 31.

At the preparation time of this report— it has been a year and one month—since the DLBP hired a full time Executive Director—Lewis F. Van Buskirk.

We have succeeded in

- *Establishing an operating office*
- *Taking over the assessment billings—in 1999 done by the City*
- *Setting up standing committees—Farmers Market, Parade of Lights, Marketing—Special Events, Finance, Economic Development, Area Captains.*
- *Set up a computer system—gathered all properties of the organization in one location*
- *Increased attendance & merchant participation in the Farmers Market, Beerfest, See's Candy promotion, Parade of Lights, and Holiday Event.*

We have attracted more the 60,000 people to the Downtown area since last June—an increase of over 40% from the previous year. Because of this, and other programs, many new merchants have started new businesses. We are just beginning to see the fruits of the seeds planted several years ago when the revitalization started. However—there is still a long way to go.

This year, we also spent a considerable amount of time working with the City to solve and effectively manage the parking situation in our Downtown area. This will be an ongoing proposition.

The construction situation will also require special market effort to keep people coming Downtown during this period. It is a natural tendency for the public to stay away from perceived problem areas i.e.—construction.

We have not only presented an aggressive advertising and promotion-events campaign, but have served as an advocate to the City during the parking situation, helped bring about eventual moving the Salvation Army from Sacramento Street, and mediated and consulted with many of our merchants on a variety of situations— from abandoned shopping carts, merchant on merchant disputes, & assisting merchants with other city issues.

We have a lot to do in 2001—the growth and changes brought about by the theater will be astounding. There will be many opportunities to help manage and mitigate many different situations.

Respectfully submitted by—Lewis F. Van Buskirk—Executive Director

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DOWNTOWN LODI BUSINESS PARTNERSHIP

PROJECTED SCHEDULE OF ACTIVITIES FOR 2001

January through May

- See's Candy Promotion continues
- Special event---side walk art show & Sidewalk painting---"Grape Expectations"
- Cooperative advertising promotions
- Farmers Market Starts---expanded and special events planned to coincide with this event

June through September

- Farmers Market-----continues
- Cooperative advertising promotions.continue
- Beerfest---(possibility that this event may be moved to October and the name changed to Wine & Beerfest
- Kiddie Parade

October through December

- October fest???
- See's Candy Promotion Begins
- Holliday Open House
- Parade of Lights
- Arch Lighting Celebration
- Santa arrives/Holliday program

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DOWNTOWN LODI BUSINESS PARTNERSHIP

Budget -----Projected year ending June 30, 2001

BUDGET

Beginning Cash July 1, 2000

\$ 26,000

INCOME

Assessment	\$35,500	
City Funding	35,000	
City Funding---Banner Program	9,500	
City Funding---School Street Lighting		8,000
DLBP Fund raising Events	48,000	
Farmers Market		
Beerfest		
See's Candy		
Parade of Lights		
Spring Event		
Kiddie Parade		
City Funding—Special Marketing	8,500	

Total Income

144,500

Total Cash

\$170,500

Expenses

General Administration & Overhead

Executive Directors Salary	\$35,000
Office Rent	4,800
Telephone	1,200
Insurance	2,500
Accounting	3,400
CDA & other conferences	800
Stationery, Supplies, Postage	1,600
Holiday Decorations	3,000
Office Equipment	1,500
Miscellaneous	2,000

Total General Administration & Overhead

\$ 55,800

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DOWNTOWN LODI BUSINESS PARTNERSHIP

Marketing

Newsletter	\$ 1,800
Kiosk Updates	1,500
Map & Directory Brochures	2,500
Membership Mixers	1,200
Special Membership Notices	1,000
Special Marketing Project	8,500
Event Marketing	11,900
Banner Project	9,500
School Tree Lighting	8,000
Miscellaneous	900

Total Marketing **\$ 46,800**

Advertising

Newspaper	\$ 38,000
Radio	3,500
Other Advertising	13,500

Total Advertising **\$ 46,500**

Total Expenses

\$149,100

Ending Cash Balance

\$ 21,400

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DOWNTOWN LODI BUSINESS PARTNERSHIP

ASSUMPTIONS FOR BUDGET ENDING 6/30 2001

1. Assessment Collections

We are identifying many businesses that have been missed in the past years.
Also we project an additional 5% regular growth factor.

= \$35,500

2. Fund Raising Events

- Farmers Market (16 weeks x \$987.50 average in 2000) = \$15,800
- Beerfest = \$14,000
- See's Candy (Selling from (October through April) = \$ 9,200
- Parade of Lights = \$ 5,000
- Spring Special Event = \$ 3,000
- Kiddie Parade = \$ 1,000

\$48,000

3. Expense – Marketing

- Newsletter goes out at least 10 times per year
- Special Mailings on Parking issues, special promotions, general issues affecting the district have been 5 so far in 2000..
- Event marketing includes design of posters and programs, mailing flyers, meetings, and event planning, execution and coordination. With the growth of all of the above listed events, this is an essential part of the success of keeping them growing.
- Kiosk updates and Map & Directory Brochures are done once per year to keep these up to date.
- Special Marketing Project to specifically address the parking issues related to the three construction projects. Advertising promoting the ease of shopping Downtown--even with construction projects in progress. We will use standard print media & special inserts to carry our message to the public. In addition, we will participate in and help coordinate ground breaking, grand opening and special merchant promotions related to these new projects.

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DOWNTOWN LODI BUSINESS PARTNERSHIP

4. Advertising

- Beerfest, See's Candy, Parade of Lights, Farmers Market etc. events are a part of this budget item. Many of these events overlap with the general advertising of Downtown. Some advertising is included in the event budgets themselves.
- Newspaper advertising is the major component of our market strategy to bring the Downtown area into the public mind set.

5. Expenses General

- Office rent, insurance and other expenses remain the same as 2000 budget.
- Holiday Decorations for the Downtown area is the 3rd year of a 3 year contract



CITY OF LODI
Carnegie Forum
305 West Pine Street, Lodi

NOTICE OF PUBLIC HEARING

Date: Wednesday, November 15, 2000

Time: 7:00 p.m.

For information regarding this notice please contact:

Susan J. Blackston
City Clerk
Telephone: (209) 333-6702

NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that on Wednesday, November 15, 2000 at the hour of 7:00 p.m., or as soon thereafter as the matter may be heard, the City Council will conduct a Public Hearing at the Carnegie Forum, 305 West Pine Street, Lodi, to consider the following matter:

- a) Confirming Annual Report and Consideration of the Downtown Lodi Business Partnership's (DLBP) Intent to Levy Annual Assessment for Downtown Lodi Business Improvement Area No. 1.

All interested persons are invited to present their views and comments on this matter. Written statements may be filed with the City Clerk at any time prior to the hearing scheduled herein, and oral statements may be made at said hearing.

If you challenge the subject matter in court, you may be limited to raising only those issues you or someone else raised at the Public Hearing described in this notice or in written correspondence delivered to the City Clerk, 221 West Pine Street, at or prior to the Public Hearing.

By Order of the Lodi City Council:

Susan J. Blackston
City Clerk

Dated: October 18, 2000

Approved as to form:

Randall A. Hays
City Attorney